

July 18, 2008.

***Gerry joins Food Vision team to improve our diet and lifestyle***

Gloucestershire First has appointed Gerry O'Brien to improve the diet and lifestyle of the people of Gloucestershire as part of the Food Vision team.

A qualified nurse and midwife, Gerry worked for two years helping to implement the Government school fruit and vegetable scheme and joins Gloucestershire First from WellChild, the Cheltenham children's charity.

She has been brought in to persuade people to adopt a healthier lifestyle and diet, with the focus on children and families. Her role includes working with the county health and community wellbeing partnership, which was created to tackle obesity.

Gerry's health improvement role is a permanent post funded by Gloucestershire Primary Care Trust and, according to Food Vision policy development manager Adrian Jevans, it will be a trail blazer for other parts of the UK.

"This is a real opportunity for Food Vision and the PCT to tackle malnutrition and food poverty in Gloucestershire, while supporting the anti-obesity campaign," said Adrian.

"It is a positive move because it will enhance the development of all our health-related work and tackle head on the social challenges that need to be faced to improve people's lifestyle and reduce obesity."

Shona Arora, Director of Public Health at Gloucestershire PCT said: "This is a key role and brings greater strength to our efforts to tackle obesity. Food Vision is committed to promoting and supporting healthier lifestyles and this is a priority shared by the PCT."

Gloucestershire Food Vision is the UK's first integrated countywide food policy framework uniting those issues spanning health, education, industry and food safety.

Pictured: Gerry O'Brien with Adrian Jevans of Gloucestershire Food Vision.

Food Vision is managed by Gloucestershire First, the countywide economic partnership established to develop the economic wellbeing of Gloucestershire. By bringing together partners in the field of economic development, including local authorities, the South West RDA and the private sector, it provides an overall strategic plan for the county. For further information, please contact Adrian Jevans on 01242 864199 or email [Adrian.jevans@glosfirst.co.uk](mailto:Adrian.jevans@glosfirst.co.uk)

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